

Marina Management 101

A Training Course for Concessionaire Managers

April 21-23, 2003 Lake Lanier Islands, GA

What?

The Marina Operators Association of America (MOAA) presents leading marina industry executives and experts delivering topics designed to help participants gain a better understanding of the marina business and industry.

The course will be a two-day program, including a welcome reception on April 21, 2003 hosted by MOAA and a field trip.

Day one will consist of educational sessions including the following topics:

- What Makes up Today's Marina - An overview of the amenities, products and services that complete a successful marina,
- Delivering Recreation on Federal Lands and Water – The role of customer service at marinas,
- Marinas and the Environment – Clean marinas leading the call to environmental stewardship,
- Marina Design and Construction,
- Panel Discussion – A lake managers perspective, and
- Marina Risk Management – Insurance as a cost of business.

Day two's sessions will focus on:

- A Financial Analysis of Marina Profit Centers – What are the margins really,
- The Capital Equation – What does it cost to operate a marina,
- Measuring the Success of Your Marina Partnership – Some evaluation tools and suggested strategy for improving partnerships, and
- Field Trip to Local Lake Lanier Marinas Including – Westrec's Holiday Marina, Lazy Day's Marina and Aqualand Marina.

When?

April 21 - 23, 2003

Where?

Emerald Pointe Resort and Conference Center at Lake Lanier Islands – 700 Holiday Road Lake Lanier Islands, GA 30518, www.emeraldpointe-resort.com. The room rate is \$112.00 per night, plus tax. To make a reservation, please see the attached document titled hotel registration.

Cost?

The course registration fee is \$250.00. This includes registration and course materials, welcome reception, lunches, field trip and transportation to area marinas. To register for the course, please see the attached document titled course registration.

Who will be in attendance?

The target audience for the program is Army Corps of Engineers Concessionaire Managers and other interested managers from other federal, state and local managing agencies.

Who is MOAA?

MOAA represents a diverse membership of over 850 marinas, boatyards, yacht clubs, and public/private moorage basins across the United States. These companies provide slip space for over 280,000 recreational watercraft and employment for over 14,000 marine tradesmen and women. Suppliers of equipment and services to this industry complete MOAA's membership.

MOAA member companies range from small family owned and operated companies to large corporations, and include a variety of business types, including for-profit companies, non-profit clubs, private cooperatives, and concessionaires, of which 50% are on federally owned land.

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The registration fee is \$250. This includes registration and course materials, welcome reception, lunches, field trip and transportation to area marinas.

Registrant Name: _____

Second Registrant's Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Conference Registration: # persons _____ **@ \$250 each=\$** _____

Will you attend the field trip? _____

Enclose check in US funds or charge to Visa or MasterCard (Circle one)

Card Account #: _____

Cardholder's Name (Please Print): _____

Cardholder's Signature: _____

Mail or fax Registrations and check to: (Do not fax without credit card information)

**Marina Operators Association of America
1819 L. Street, NW, Washington, DC 20036
Fax: 202/861-1181**

OR

Call Stacey Proctor MOAA Government Affairs Coordinator at 202/721-1612, email sproctor@nmma.org for more information or to register by phone.

EMERALD POINTE

Resort & Conference Center
at Lake Lanier Islands



INDIVIDUAL RESERVATION REQUEST FORM

GUEST NAME: _____

GROUP/COMPANY NAME: Marina Operators Association of America

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL: _____

ARRIVAL: _____ DEPARTURE: _____

Rates have been confirmed at \$112.00 per night, plus tax

ROOM REQUEST: _____ KING _____ DOUBLE
_____ CONNECTOR _____ HANDICAP
_____ SMOKING _____ NON-SMOKING

CREDIT CARD TYPE: _____

NAME ON CARD: _____

ACCOUNT NUMBER: _____

EXPIRATION DATE: _____

GUEST SIGNATURE: _____

Fax request form to reservations: 770-932-5471 OR

EMAIL: reservation1@lmail.com